

# Retail Business

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## **INTERNATIONAL SERVICES FOR MANAGEMENT**

The EIU provides comprehensive, world-wide, services for management. It aims at the full integration of the functions of market research and marketing management in defining marketing problems, initiating appropriate research and helping the client to implement the marketing programme. The EIU can also assist clients with assessments of the effectiveness and efficiency of the management structure which may be found not to be suited to the needs of the organisation as a whole.

### **Market research**

The EIU undertakes market research of all kinds from desk research and market intelligence to large scale field surveys. This service provides the framework for the launching and subsequent market development of a new product, or for widening the market share of an existing product. Information is given on the size of markets and market potential, consumer purchasing habits and attitudes, brand shares and the nature of existing and potential competition, the structure of distribution, prices and margins and the effectiveness of sales forces and promotion.

### **Marketing management**

IEU marketing management services ensure co-ordination of research and marketing policy.

Marketing Consultants are assigned to work with the client to see that:

- (a) research is based on a correct appraisal of the client's situation in the market.
- (b) the findings of market research are fully translated into a practical programme.

The client is assisted in the creation and promotion of a brand image, in presentation and packaging, in the formulation and implementation of test marketing plans and the choice of the most effective sales forces.

### **Services for management**

IEU management consultants undertake either full scale surveys or investigations into specific areas of the structure of a client's organisation or subsidiary companies. In addition to making recommendations, assistance is given with their implementation. Help is also given to establish corporate planning functions. The EIU can provide, in addition, assistance to enable correct financial decisions to be made.

# Retail Business

RETAIL BUSINESS is a monthly journal concerned with consumer goods markets and marketing in the UK. Its reports and features contain the results of original research into all aspects of the subject and also collate existing material, from a wide range of sources, in a convenient and readily accessible form.

A continually expanding and up to date reference library is provided, which is an invaluable source of market information to all concerned in consumer goods markets. Each issue contains a Trade Review, a Product Review and three Special Reports on different consumer markets. From time to time shorter, updating reports are published known as Revision Reports and Food Facts.

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## SUBSCRIPTIONS

£95 (US \$248) for 12 monthly issues; duplicate subscription (2nd and subsequent copies) £47 (US \$124) per year. Airmail postage: £12 (US \$30) Surface mail £4 (US \$10).

Single issues to non subscribers:- £20 each (US \$50) under 12 months old, £12 each (US \$32) over 12 months. Airmail postage for single copies £1 (US \$2.50).

Please send to

**THE ECONOMIST INTELLIGENCE UNIT LIMITED**

Spencer House  
27 St James's Place  
London SW1A 1NT

or to any of the regional offices listed on the back cover.



# **MARKETING IN EUROPE**

## **a marketing service**

This monthly publication provides independent and detailed analyses of markets for specific consumer products and services in Europe in the same manner as Retail Business covers the U.K. Systematic assessments are made of the factors affecting consumer spending against a background of the general business climate. The publication deals primarily with the EEC countries, although EFTA and other European markets are also covered.

### **Each issue contains the following:**

**Marketing Roundup** News items concerning the marketing of consumer products.

**Trade Review and Forecast** Inter-country comparisons are made of the main consumer product groups on an annual basis, with details of trends in consumption, market shares, distribution, packaging, prices, etc.

**Special Reports (three in each issue)** These reports analyse markets for specific products and aspects of marketing them, both in individual countries, and, from time to time, on a comparative basis. Each report concludes with a forecast of the market's future development. The trends in other European markets and in the UK are indicated briefly.

### **SUBSCRIPTIONS**

£95 for 12 monthly issues plus the Annual Supplement.

£48 for a subscription to one of the three product groups covered four times each year. These are (a) food, drink, tobacco, (b) clothing, furniture, leisure goods, (c) chemist goods, household goods, domestic appliances.

A subject index and further details may be obtained from:

The Editor, 'Marketing in Europe',  
The Economist Intelligence Unit (Europe) SA,  
137, Avenue Louise,  
Brussels, Telephone 538 29 30

The Economist Intelligence Unit Ltd,  
Spencer House, 27, St James's Place,  
London, SW1A 1NT, England  
Telephone 01-493 6711

## **Key to features**

### **TR — TRADE REVIEW**

Each month this feature examines one main retail sector, e.g., mail order, self-service and supermarkets, hardware and ironmongery. Each retail sector is covered once a year and there is an annual review of retailing as a whole, published in April each year.

### **PR—PRODUCT REVIEW**

This feature examines each product sector at six-monthly intervals, providing regular information on production, consumption, consumer spending and short term prospects.

### **SPECIAL REPORTS**

All unclassified reports are Special Reports. The majority are detailed profiles of a consumer goods market showing its size, composition, distribution, pricing, promotion and growth trends. Others analyse aspects of retailing and marketing methods. 36 Special Reports are published every year, each with an average length of some 3,000 words.

### **FF — FOOD FACTS**

These short features present published statistics on specific food product groups.

### **RR — REVISION REPORT**

These update Special Reports from previous issues-length 1-2,000 words.

### **ISSUES OUT OF STOCK**

The following issues are out of stock:

1-54, 57-75, 77, 81, 83, 85, 86-143, 145-153, 157-159, 164, 167-170, 172, 173, 175, 177, 181-186, 188, 189, 191, 201, 203-206, 216.

### **PHOTO COPIES FOR OUT-OF-STOCK ISSUES**

Photo copies of articles or issues that are out of print can be obtained from the Subscription Department, Reference Retail Business Back Numbers, Spencer House, 27 St. James's Place, London SW1A 1NT.

## **Off-Prints of Retail Business Reports**

Many subscribers find that off-prints of Retail Business Special Reports are of great value to their organisation e.g. for issue to the sales force, general issue at head office, issue to all shops in the chain etc.

Reprints are an economical way of acquiring Retail Business articles in bulk, and an individual quotation will be made on request. The minimum is 30 copies.

For further details, please contact the Business Manager.

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An index to issues 1-142 is available on request to the Subscription Department, Reference Retail Business, Spencer House, 27 St. James's Place, London SW1A 1NT

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February	Furniture and Leisure Goods
March	Chemists' and Household Goods
April	Domestic Appliances and Sound Equipment
May	Food
June	Alcoholic Drink and Tobacco
July	Clothing, Footwear and Household Textiles
August	Furniture and Leisure Goods
September	Chemists' and Household Goods
October	Domestic Appliances and Sound Equipment
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